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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the

application:

Listing of Claims:

1. (Currently Amended) A method for providing access to respective entity-specific

photo-sharing websites for a plurality of entities, each entity controlling a set of entity-

specific network-enabled image capture devices, the method comprising:

        providing an online photo-sharing service configured to provide access to the

respective entity-specific photo-sharing websites for each of the entities, wherein one or

more of the entity-specific photo-sharing websites is customized ~~for~~ in appearance to a

corresponding one or more of the plurality of entities; and

        providing software for the entity-specific network-enabled image capture devices,

including a TCP-IP protocol stack that enables wireless communication between the

entity-specific network-enabled image capture devices and the online photo-sharing

service via ~~an~~ a wireless Internet connection, that causes the entity-specific network-

enabled image capture devices to wirelessly transmit entity ID information when the

entity-specific network-enabled image capture devices wirelessly transmit images to the

photo-sharing service over the Internet connection, wherein when the entity-specific

network-enabled image capture devices wirelessly connect to the photo-sharing service

via the wireless Internet connection, the photo-sharing service uses the entity ID

received from the entity-specific network-enabled image capture devices to

automatically associate the images received from the entity-specific network-enabled

image capture devices with the photo-sharing website of the identified entity.

2. (Previously Presented) The method of claim 1 further including storing the entity ID in

the entity-specific network-enabled image capture devices during manufacturing.

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3. (Previously Presented) The method of claim 1 further including storing the entity ID in the entity-specific network-enabled image capture devices subsequent to manufacturing.

4. (Previously Presented) The method of claim 2 further including providing a plurality of entity IDs, wherein each entity ID identifies a different entity.

5. (Previously Presented) The method of claim 4 further including providing an entity ID identifying a camera manufacturer and an entity ID identifying a user.

6. (Previously Presented) The method of claim 5 further including storing an entity account in a database corresponding to different entity IDs.

7. (Previously Presented) The method of claim 6 further including associating with each of the entity accounts, web pages comprising the corresponding entity-specific photo-sharing website, and user account numbers of authorized users.

8. (Previously Presented) The method of claim 7 further including matching the entity ID information received from each entity-specific network-enabled image capture device with the corresponding entity account in the database.

9. (Previously Presented) The method of claim 8 further including automatically associating the received images with the entity-specific photo-sharing website of the identified entity.

10. (Currently Amended) An online photo-sharing system, comprising:

an online photo-sharing service for providing access to respective photo-sharing websites for a plurality of entities, wherein each of the entities controls a set of network-

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enabled digital cameras and one or more of the photo-sharing websites is customized
~~for~~ in appearance to a corresponding one or more of the plurality of entities; and

digital camera software that is customized ~~for~~ to each of the entities, including a
TCP-IP protocol stack that enables wireless communication between the digital
cameras and the online photo-sharing service via ~~an~~ a wireless Internet connection,
wherein when the software customized ~~for~~ to an entity is executed in the entity's
network-enabled digital cameras during the wireless Internet connection to the photo-
sharing service, the software causes the network-enabled digital cameras to
automatically upload images and wirelessly transmit the entity ID information for the
entity to the photo-sharing service over the wireless Internet connection, allowing the
photo-sharing service to use the entity ID information received from the network-
enabled digital cameras to automatically associate the uploaded images with the photo-
sharing website for the entity.

11. (Canceled)

12. (Previously Presented) The online photo-sharing system of claim 10 wherein the
entity ID is stored in the network-enabled digital camera during manufacturing.

13. (Previously Presented) The online photo-sharing system of claim 10 wherein the
entity ID is stored in the network-enabled digital camera subsequent to manufacturing.

14. (Previously Presented) The online photo-sharing system of claim 13 wherein at least
one set of network-enabled digital cameras is controlled by a hierarchal relationship of
entities.

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15. (Previously Presented) The online photo-sharing system of claim 14 wherein the network-enabled digital camera transmits the entity ID of each of the entities in the hierarchal relationship.

16. (Original) The online photo-sharing system of claim 15 wherein the entities include at least one of a camera manufacturer, a business, a government agency, and end-users.

17. (Previously Presented) The online photo-sharing system of claim 10 wherein the online photo-sharing service includes a server and a database for hosting the respective websites.

18. (Previously Presented) The online photo-sharing system of claim 17 wherein the database stores entity account information for each one of the entities.

19. (Previously Presented) The online photo-sharing system of claim 18 wherein the server matches each one of the entity IDs received with one of the entity accounts.

20. (Previously presented) The online photo-sharing system of claim 19 wherein the online photo-sharing service derives revenue from the entities.

21. (Original) The online photo-sharing system of claim 20 wherein the online photo-sharing service shares revenue with multiple entities that are in a hierarchal relationship.

22. (Previously Presented) The online photo-sharing system of claim 20 wherein the respective websites are presented as being hosted by the corresponding entities.

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23. (Currently Amended) A method for automatically sending images from entity-specific cameras to entity-specific websites, comprising:

      customizing a plurality of entity-specific cameras for different entities by loading at least one entity ID into the camera;

      providing an online photo-sharing service for accessing a plurality of photo-sharing websites;

      providing the plurality of entity-specific cameras with a TCP-IP protocol stack for allowing the entity-specific cameras to wirelessly communicate with the online photo-sharing service over ~~an~~ a wireless Internet connection;

      customizing in appearance each of the photo-sharing websites for a respective entity to create entity-specific websites, each of the entity-specific websites being identified by a respective entity ID;

      wirelessly transmitting the respective entity ID for a particular entity-specific website from the camera to the photo-sharing service when uploading images from the camera to the photo-sharing service via the wireless Internet connection; and

      receiving the images and the entity ID from the camera and associating the images with the particular entity-specific website identified by the entity ID.

24. (Previously Presented) The method of claim 23 further including customizing at least one of the entity-specific cameras for a hierarchal relationship of entities.

25. (Previously Presented) The method of claim 24 further including providing the entity ID as a set of hierarchal entity IDs.

26. (Previously Presented) The method of claim 25 further including storing the entity-specific websites on a database accessed by a server.

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27. (Previously Presented) The method of claim 26 further including creating an entity account in the database for every entity ID, and associating each of the entity-specific websites with the corresponding entity account.

28. (Previously Presented) The method of claim 27 further including associating URL's of the entity-specific websites with the corresponding entity accounts in the database.

29. (Previously Presented) The method of claim 28 further including matching a received entity ID with one of the entity accounts to associate the received images with the entity-specific website.

30. (Previously Presented) The method of claim 29 further including transmitting a user entity ID with the entity ID, and creating a user account in the database corresponding to the user ID, wherein the received images are associated with the users account in the corresponding entity-specific website.

31. (Previously Presented) The method of claim 1 wherein providing software for the entity-specific network-enabled image capture devices further includes:
      providing a default internet service provider connection information.

32. (Previously Presented) The system of claim 10 wherein the network-enabled digital camera further includes:
      default internet service provider connection information.

33. (Previously Presented) The method of claim 23 further comprising:
      providing the plurality of entity-specific cameras with default internet service provider connection information.

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34. (Currently Amended) An online photo-sharing system, comprising:

an online photo-sharing service for hosting respective websites for a plurality of entities, wherein each of the entities controls a set of network-enabled digital cameras and one or more of the websites is customized for in appearance to a corresponding one or more of the plurality of entities, the set of network-enabled digital cameras including digital camera software that is customized for to each of the entities, including a TCP-IP protocol stack that enables wireless communication between the network-enabled digital cameras and the online photo-sharing service via an a wireless Internet connection, wherein when the software customized for to a particular entity is executed in the entity's network-enabled digital cameras during the wireless Internet connection, the software causes the network-enabled digital cameras to automatically upload images and wirelessly transmit the entity ID information for the particular entity to the photo-sharing service over the Internet connection, allowing the photo-sharing service to use the entity ID information received from the network-enabled digital cameras to automatically associate the uploaded images with the photo-sharing website hosted for that particular entity.

35. (Currently Amended) An online photo-sharing system, comprising:

a plurality of network-enabled digital cameras for accessing an online photo-sharing service for hosting respective websites for a plurality of entities, wherein each of the entities controls at least one of the network-enabled digital cameras and one or more of the websites is customized for in appearance to a corresponding one or more of the plurality of entities, each of the plurality of network-enabled digital cameras including digital camera software that is customized for to each of the entities, including a TCP-IP protocol stack that enables wireless communication between the network-enabled digital cameras and the online photo-sharing service via an a wireless Internet connection, wherein when the software customized for to a particular entity is executed in the entity's network-enabled digital cameras during the wireless Internet connection,

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the software causes the network-enabled digital cameras to automatically upload
images and <u>wirelessly</u> transmit the entity ID information for the particular entity to the
photo-sharing service over the <u>wireless</u> Internet connection, allowing the photo-sharing
service to use the entity ID information received from the network-enabled digital
cameras to automatically associate the uploaded images with the photo-sharing website
hosted for that particular entity.

36. (Previously Presented) The method of claim 1, wherein the online photo-sharing
service is configured to host the entity-specific photo-sharing websites for each of the
entities.

37. (Previously Presented) The method of claim 1, wherein the entity specific photo-
sharing websites are hosted outside of the photo-sharing service.

38. (Previously Presented) The online photo-sharing system of claim 10 wherein the
online photo-sharing service is configured to access a server and a database outside of
the photo-sharing service for hosting the respective websites.

39. (Previously Presented) The method of claim 26, wherein the database storing the
entity-specific websites is included within the photo-sharing service.

40. (Previously Presented) The method of claim 26, wherein the database storing the
entity-specific websites is arranged outside the photo-sharing service.